



Station Order Add to Schedule Heinrich for Senate 2012

Market: Albuquerque

Flight Dates: Tuesday, August 28, 2012 to Sunday, September 02, 2012

Estimate ID

11714

Contact: Jim Giudicessi

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Direct: 505-998-9530

Aug 8/24/12

KASA-TV

201596

Program Name	DP	Days		Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Aug 28	Aug 29	Aug 30	Aug 31	Sep 01	Sep 02	
People's Court 1:00 PM 2:00 PM	DT	M-F 30	<i>3</i>	\$75.00 \$75.00			1				1
Extra 5:00 PM 5:30 PM	EF	M-F 30	<i>4</i>	\$125.00 \$500.00	1	1	1	1			4
KASA 9:30p News 9:30 PM 10:00 PM	LN	M-F 30	<i>3</i>	\$700.00 \$1,400.00		1		1			2
Station Gross Totals					1	2	2	2			7

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastategies.com

Date/Time Sent: 8/24/2012 1:26:12 PM

KASA-TV

Page 1 of 1

Spot Manager: All, 08/28/12-09/02/12

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Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
Station: KASA									
Advertiser: POL/Heinrich for Senate (D)									
Agency: Media Strategies & Research									
Line: 1									
Time Period: 1p-2p									
201596	11714		08/30/12	:30	P3		8/28-9/2/2012		\$75.00
									\$75.00
									\$75.00
Line: 2									
Time Period: 5p-530p									
201596	11714		08/28/12	:30	P4	5:07:18 PM	8/28-9/2/2012		\$125.00
201596	11714		08/31/12	:30	P4		8/28-9/2/2012		\$125.00
201596	11714		08/30/12	:30	P4		8/28-9/2/2012		\$125.00
201596	11714		08/29/12	:30	P4	5:06:33 PM	8/28-9/2/2012		\$125.00
									\$500.00
									\$500.00
Line: 3									
Time Period: 930p-10p									
201596	11714		08/29/12	:30	P3		8/28-9/2/2012		\$700.00
201596	11714		08/31/12	:30	P3		8/28-9/2/2012		\$700.00
									\$1,400.00
									\$1,400.00
									\$1,975.00
									\$1,975.00
									\$1,975.00
									\$1,975.00

[Sorted by: Line]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KASA-TV Albuquerque	Date: 8/24/2012
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I, Media Strategies and Research,
 being/on behalf of: Martin Heinrich, a legally
 qualified candidate of the Democratic political
 party for the office of: U.S. Senate
 in the General
 election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, August 28, 2012			Sunday, September 02, 2012		

Total Charges: \$1,975.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Friday, August 24, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title